

a-means for the structured computer program to access a product database, display a list of products from the product database to the buyer through the website, and receive a product selection from the buyer;

a-means for the structured computer program to receive a plurality of buyer information;

a-memory means for storing the product selection and the plurality of buyer information;

a-means for the structured computer program to access a reseller database and select a reseller from the reseller database based on the product selection and the plurality of buyer information; and

a-means for the structured computer program to communicate an electronic voucher to the buyer over the network, the location of the selected reseller and a discount purchasing incentive to the buyer redeemable only at the selected reseller.

3. (Currently Amended) A system for providing electronic vouchers, comprising:

a-means for running a structured computer program through a website by a buyer via a network;

a-means for the structured computer program to access a product database, display a list of products from the product database to the buyer through the website, and receive a product selection from the buyer;

a-means for the structured computer program to receive a plurality of buyer information;

a-memory means for storing the product selection and the plurality of buyer information;

a-means for the structured computer program to access a reseller database and select a reseller from the reseller database based on the product selection and the plurality of buyer information;

a-means for the structured computer program to access a discount database and select a discount from the discount database based on the product selection; and

a-means for the structured computer program to communicate an electronic voucher to the buyer over the network, the location of the selected reseller and a purchasing incentive to the buyer redeemable only at the selected reseller.

4. (Original) A system for providing electronic vouchers, comprising:

a means for running a structured computer program through a website by a buyer via a network;

a means for the structured computer program to access a producer database, display a list of producers from the producer database to the buyer through the website, and receive a producer selection from the buyer;

a means for the structured computer program to access a product database, display a list of products from the product database based on the producer selection to the buyer through the website, and receive a product selection from the buyer;

a means for the structured computer program to receive a plurality of buyer information;

a memory means for storing the producer selection, the product selection, and the plurality of buyer information;

a means for the structured computer program to access a reseller database and select a reseller from the reseller database based on the product selection and the plurality of buyer information;

a means for the structured computer program to access a discount database and select a discount from the discount database based on the producer selection and the product selection; and

a means for the structured computer program to communicate the reseller and the discount to the buyer.

5. (Previously Amended) A system for providing electronic vouchers, as recited in claims 2, 3 or 4, wherein:

the network is the Internet.

6. (Previously Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein the discount comprises:

a cash value discount and an expiration date.

7. (Previously Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein:

the means for communicating the reseller and the discount to the buyer is by sending an electronic voucher to the buyer via email.

8. (Previously Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein:

the means for communicating the reseller and the discount to the buyer is by displaying the reseller and the discount to the buyer through the website.

9. (Previously Amended) A system for providing electronic vouchers, as recited in claim 2, wherein the means for selecting a reseller from a reseller database comprises:

selecting the reseller geographically located closest to the buyer based on the plurality of buyer information.

10. (Previously Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein the plurality of buyer information comprises:

a zip code and an email address.

11. (Original) A system for providing electronic vouchers, as recited in claim 10, wherein the means for selecting a reseller from a reseller database comprises: selecting the reseller geographically located closest to the buyer based on the zip code.

12. (Original) A system for providing electronic vouchers, comprising:
a means for running a structured computer program through a website by a buyer via the Internet;
a means for the structured computer program to access a producer database, display a list of producers from the producer database to the buyer through the website, and receive a producer selection from the buyer;
a means for the structured computer program to access a product database, display a list of products from the product database based on the producer selection to the buyer through the website, and receive a product selection from the buyer;
a means for the structured computer program to receive a zip code and an email address from the buyer;
a memory means for storing the producer selection, the product selection, the zip code, and the email address;

a means for the structured computer program to access a reseller database and select a reseller located geographically closest to the buyer from the reseller database based on the product selection and the zip code;

a means for the structured computer program to access a discount database and select a cash value discount and an expiration date from the discount database based on the producer selection and product selection; and

a means for the structured computer program to communicate the producer selection, the product selection, the reseller, the cash value discount, and the expiration date to the buyer by sending an electronic voucher to the buyer via email.

13. (Cancelled)

14. (Currently Amended) A method for providing electronic vouchers, comprising the steps of:

providing access to a structured computer program through a website to a buyer via a network;

displaying a plurality of products from a product database to the buyer

through the website, receiving a product selection from the buyer, and storing the product selection in a memory means;

displaying a buyer information entry screen to the buyer through the website, receiving a plurality of buyer information from the buyer, and storing the plurality of buyer information in the memory means;

the structured computer program selecting a reseller from a reseller database based on the product selection and the plurality of buyer information; and

the structured computer program communicating an electronic voucher to the buyer over the

network, the location of the selected reseller and a purchasing incentive to the buyer
redeemable only at the selected reseller.

~~communicating the reseller and a discount to the buyer.~~

15. (Currently Amended) A method for providing electronic vouchers, comprising the steps of:

providing access to a structured computer program through a website to a buyer via a network;

displaying a plurality of products from a product database to the buyer through the website, receiving a product selection from the buyer, and storing the product selection in a memory means;

displaying a buyer information entry screen to the buyer through the website, receiving a plurality of buyer information from the buyer, and storing the plurality of buyer information in the memory means;

the structured computer program selecting a reseller from a reseller database based on the product selection and the plurality of buyer information;

the structured computer program selecting a discount from a discount database based on the product selection; and

the structured computer program communicating an electronic voucher to the buyer over the network, the location of the selected reseller and a discount to the buyer redeemable only at the selected reseller.

~~communicating the reseller and the discount to the buyer.~~

16. (Currently Amended) A method for providing electronic vouchers, comprising the steps of:

providing access to a structured computer program through a website to a buyer via a

network;

displaying a plurality of producers from a producer database to the buyer through the website,

receiving a producer selection from the buyer, and storing the producer selection in a memory means;

displaying a plurality of products from a product database to the buyer based on the producer

selection through the website, receiving a product selection from the buyer, and storing the product selection in the memory means;

displaying a buyer information entry screen to the buyer through the website, receiving a

plurality of buyer information from the buyer, and storing the plurality of buyer information in the memory means;

the structured computer program selecting a reseller from a reseller database based on the

product selection and the plurality of buyer information;

selecting a discount from a discount database based on the producer selection and the product selection; and

communicating the reseller and the discount to the buyer.

17. (Previously Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:

the reseller and the discount are communicated to the buyer by sending the buyer an electronic voucher containing the reseller and the discount via email.

18. (Previously Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:

the reseller selected is the reseller geographically located closest to the buyer based on the plurality of buyer information.

19. (Previously Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:

the reseller and the discount are communicated to the buyer by displaying the reseller and the discount on the website.

20. (Previously Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, comprising the additional step of:

communicating the plurality of buyer information and the discount to the reseller.

21. (Currently Amended) A method for providing electronic vouchers, comprising the steps of:

providing access to a structured computer program through a website to a buyer via the

Internet;

displaying a plurality of producers from a producer database to the buyer through the website,

receiving a producer selection from the buyer, and storing the producer selection in a memory means;

displaying a plurality of products from a product database to the buyer based on the producer

selection through the website, receiving a product selection from the buyer, and

storing the product selection in the memory means;

displaying a buyer information entry screen to the buyer through the website, receiving a zip

code and an email address from the buyer, and storing the zip code and the email address in the memory means;

the structured computer program selecting a reseller from a reseller database geographically located closest to the buyer based

on the product selection and the zip code;

selecting a cash value discount and an expiration date from a discount database based on the

producer selection and the product selection; and
communicating the reseller, the cash value discount, and the expiration date to the buyer by
sending the buyer an electronic voucher containing the reseller, the cash value
discount, and the expiration date via email.

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Currently Amended) A method for providing electronic vouchers, as recited
in claims 14, 15, or 16, ~~or 24~~, wherein:

the network is the Internet.

26. (Currently Amended) A method for providing electronic vouchers, as recited
in claims 14, 15, or 16, ~~or 24~~, wherein the discount comprises:

a cash value discount and an expiration date.

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) A method for providing electronic vouchers, as recited
in claims 14, 15, or 16, ~~or 24~~, wherein the plurality of buyer information comprises:

a zip code and an email address.

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Cancelled)

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Currently Amended) ~~A method of providing a purchasing incentive to a buyer over a computer network, comprising~~ In a distribution system having a plurality of resellers with producer-assigned territories defined by one or more preexisting distribution agreements, a method for providing, over a computer network, electronic vouchers that direct buyers to local resellers so as to conform with the distribution agreements, comprising:

receiving a buyer zip code information entered by a buyer over the computer network, the computer network being accessible to buyers located throughout the producer-assigned territories;

determining a geographic location of the buyer based on the buyer information;

providing a reseller database storing zip code information specifying the producer-assigned territories of the resellers;

selecting a local reseller having a producer-assigned territory covering the geographic location of the buyer by comparing the buyer zip code to the zip code information stored in the reseller database; and

communicating the an electronic voucher purchasing incentive to the buyer over the computer network, the electronic voucher specifying the local reseller and a purchasing incentive to the buyer redeemable only at the local reseller. the purchasing incentive being redeemable only at the selected reseller.

39. (Cancelled)

40. (Cancelled)

41. (Cancelled)

42. (Cancelled)

43. (Cancelled)

44. (Cancelled)

45. (Cancelled)

46. (Cancelled)

47. (Currently Amended) A system for providing an electronic voucher

~~purchasing incentive~~ to a buyer over a computer network, comprising:

a producer database for storing a list of producers that offer electronic vouchers through the system;

a goods database for storing a plurality of lists of one or more goods offered by each of the producers listed in the producer database;

a reseller database for storing zip code information specifying producer-assigned territories for a plurality of resellers and information about goods offered by each of the resellers, which goods are listed in the goods database;

a networked server executing a computer program:

for accessing the producer database and displaying the list of producers to the buyer over the computer network;

for receiving a producer selection from the buyer in response to the displayed list of producers;

for accessing the goods database to retrieve and display to the buyer one of the lists of goods corresponding to the producer selection;

for receiving a goods selection from the buyer in response to the displayed list of goods;

for displaying a buyer information screen that permits the buyer to enter a buyer zip code;

~~an entry screen, accessible over the computer network, capable of receiving the zip code of the buyer, and~~

~~a computer software program capable of~~ for accessing the reseller database and selecting therefrom from the reseller database a reseller by comparing the buyer zip code to the stored zip code information of the resellers and by comparing the goods selection to the goods offered by the resellers, the selected reseller carrying the goods selected by the buyer and having a producer-assigned territory covering the geographic location of the buyer zip code; and

~~the software program for~~ communicating the electronic voucher purchasing incentive to the buyer over the computer network, wherein the [purchasing incentive] electronic voucher is redeemable only at the selected reseller, indicates the selected reseller, the selected goods, a cash discount corresponding to the selected goods, and an expiration date.

48. (Previously Added) The system of claim 47, wherein the purchasing incentive is redeemable only at the selected reseller.

49. (Previously Added) The system of claim 47, wherein the purchasing incentive is a printable electronic voucher.

50. (Previously Added) The system of claim 49, wherein the electronic voucher includes at least one item selected from the group consisting of a discount, a cash value discount and an expiration date.

51. (Previously Added) The system of claim 47, wherein the buyer information is selected from the group consisting of a zip code and an email address.

52. (Previously Added) The system of claim 47, further comprising:
an email program, cooperating with the computer program, for emailing the purchasing incentive to the buyer.

53. (Cancelled)

54. (Cancelled)

55. (Cancelled)

56. (Cancelled)

57. (Cancelled)

58. (Cancelled)

59. (Cancelled)

60. (Cancelled)

61. (Cancelled)

62. (Cancelled)

63. (Cancelled)

64. (Cancelled)

65. (Cancelled)

66. (Cancelled)